

# STRATEGY TEAM DEVELOPMENT

**Strategic Planning Agenda for RCWIB  
Pre-work online 2/16/09 – 2/23/09 and  
Planning Session March 5, 2009  
8:30 a.m. - 4:30 p.m.**

	<i>Activity</i>	<i>Purpose</i>	<i>Product</i>	<i>Format</i>
<b>Week of February 16 – 23 <i>Online mission review</i></b>				
	Mission Review	Review current mission, facilitate online discussion and make modifications prior to planning session.	Mission statement that reflects the purpose of the RCWIB; the reason the RCWIB exists; what business they are in.	Members access web site to review, comment, and modify current mission.
<b>March 5 <i>Strategic Planning Session</i></b>				
8:30- 9:00	Welcome, introductions	Introduce participants, discuss agenda & goals, and identify ground rules.	Meet and greet participants; achieve common understanding of meeting purpose.	Large group
9:00- 10:00	Environmental Scanning	Acknowledge history of organization; where it's been; what's on the horizon.	Visual presentation of group's knowledge of past and future of RCWIB.	Individual, small group, large group
10:00 – 10:10	Break			
10:10 - 11:30	Developing the Practical Vision	Identify the practical vision of the desired future for RCWIB.	A vision that tells the world who the RCWIB is,	Individual, pairs, large group

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11:30 – 1:00	<b>Working lunch</b> with SWOT. Gap analysis	Objectively review the internal and external factors that strengthen and cause challenges for the RCWIB; identify opportunities for growth.	Documentation that sets the stage for strategy development.	Groups
1:00 – 2:45	Strategy Development	Develop the proposed actions that build on strengths, deal with obstacles, and move toward the vision.	A set of strategies for RCWIB that moves the organization toward the vision and is consistent with the mission.	Individual, small group, large group.
2:45 – 2:00	Break			
3:00 – 4:00	Implementation/ Action Plan	Identify the substantial actions required to carry out the strategy; establish measures of success.	Short term and longer term goals, action plan and success indicators.	Small groups, large group
4:00- 4:30	Review and Wrap	Review events of the day, recognize successes, evaluate the experience, and identify next steps.	Launch the new strategy.	Large group